

KAPPA ALPHA

AUTUMN 2018

THETA

Magazine



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Top ten memories from
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Year of Sisterhood

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#ThetasGotYourBack

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Giving back, empowering, and helping
women succeed

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The Power of Connections

BY: LIZ APPEL RINCK | GAMMA/BUTLER



The human psyche craves connections; we seek groups and spaces in which we can find support and acceptance and encouragement to become our best. That's no secret: it's why Theta was founded and why we all joined.

The human intellect also craves connections, and that's no secret, either. It's why we apply what we've learned from the past to make meaning in new and unfamiliar experiences. It's why we look for themes and patterns, asking ourselves, "What is that really *about*?"

I experienced the psychological kind of connection a few months ago, returning to Butler University for homecoming. It was a milestone anniversary of my class's graduation, and no, I'm not going to attach a numerical value to that statement. We'll leave it at *milestone*. As Mary Woolling, like me, an alumna of Gamma Chapter, wrote so beautifully in the caption to her reunion photo (See page 28.), "All that time apart and yet, simply upon looking into each other's eyes and hearing those familiar voices and the unmistakable laughter, we were once again with our beloved Theta sisters in all of our youthful glory. No gray hairs, no lines, no signs of time passage. Just the way we were."

It's sentimental, sure, but there is some value in sentimentality: value in fondly remembering the happy times and cherishing the people in our lives. And there is certainly value in enjoying a beautiful autumn day, rediscovering why you like people you haven't seen in ... awhile.

As far as the intellectual kind of connections goes, I find I often build those unconsciously, and it can take some time to realize

what and where they are. When compiling the table of contents on the facing page, I realized there's a motif running through this issue that I like to think was intentional even if I became aware of it only gradually.

In the traditional Founders Day and Friendship Fund Message (page 6), Fraternity president Mandy Wushinske, Zeta Sigma/Ohio Northern, offers a historical perspective on the Friendship Fund, a tangible demonstration of the care and concern we feel for sisters experiencing tough times. In "One for the Books" (pages 10 through 14), we reflect on our 73rd Grand Convention, at which more than 800 Thetas convened to challenge and inspire one another and envision the future of Theta. In "Year of Sisterhood" (pages 18 through 21), we explore the life of founder Hannah Fitch Shaw, to whom we dedicated 2018, as well as share stories of sisterly support from Thetas of today.

I'm sure that—unlike your editor, who can be a little dim at times—you're able to easily discern the intersecting threads running through those articles: Theta sisterhood and Theta support. Those concepts are quite powerful individually; intertwined, they create the connections that link us to one another.

In fact, additional articles in this issue also help illustrate the connections theme, including "Theta Forever" (page 9) and "Moving Pieces" (pages 22 through 25). We hope you not only enjoy the entire Autumn 2018 issue but also feel inspired to seek your own Theta connections, both psychological and intellectual.

The *Kappa Alpha Theta Magazine* (ISSN 0746-3529) is published quarterly by Kappa Alpha Theta Fraternity for Women, 8740 Founders Road, Indianapolis, IN 46268. Postmaster: send address changes to the *Kappa Alpha Theta Magazine*, 8740 Founders Road, Indianapolis, IN 46268. Periodical-class postage paid at Indianapolis, IN, and additional mailing offices. Yearly subscription \$1. Printed in the United States.

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- Kappa Alpha Theta Fraternity, founded at Indiana Asbury College (DePauw University), Greencastle, Indiana, on January 27, 1870, is the first Greek-letter fraternity for women.
- "Kappa Alpha Theta," "Theta," its coat of arms, its badges, and the Leading Women logo are registered trademarks of Kappa Alpha Theta Fraternity.
- Because Kappa Alpha Theta is not an officially recognized student organization at Santa Clara and Georgetown, these schools prohibit using their names in any published reference to our Eta Lambda and Theta Iota Chapters. We designate those chapters with a tilde (~) accompanied by the name of the school.
- In the first paragraph of "Gifted Storyteller" (Summer 2018), Simran Baidwan's name was misspelled, and her title inaccurate. She is co-executive producer of *The Good Doctor*. We're sorry for the error!

theta matters



Pauline Ryan and Rena Simkowitz, of the then-Zeta Xi Chapter, at Grand Convention 2018.

News, Views, & Stuff You Can Use

ZETA XI CHAPTER AT HARVARD CLOSES

It was with deep sadness that we announced the closing of the Zeta Xi Chapter at Harvard last summer. The disestablishment of Zeta Xi was a direct result of sanctions placed by Harvard administrators on single-gender organizations, including sororities. The sanctions—which took effect with the Class of 2021—bar members of single-gender social organizations from holding campus leadership positions, varsity team athletic captaincies, and from receiving Harvard’s endorsement for prestigious fellowships like the Rhodes.

“This was a difficult decision by our Zeta Xi sisters, who continue to believe in the value of the single-gender experience and in our ideals of leadership, personal growth, and highest scholarship,” wrote Fraternity president Mandy Burgett Wushinske, Zeta Sigma/Ohio Northern, in a blog post on kappaalphatheta.org. “By forcing women to make an impossible choice—between holding leadership positions and applying for scholarships and fellowships or being members of communities specifically designed to support and empower college women to have those aspirations—Harvard’s administrators placed our chapter in an untenable situation.

“We were proud to work with and support our passionate and committed Zeta Xi sisters as they advocated for their freedom to choose their associations. Unfortunately, Harvard’s sanctions have made it impossible for Zeta Xi to continue operations as an active Theta chapter. While closing the chapter is not a path we would have chosen, we support Zeta Xi members’ right to access academic and leadership opportunities available to Harvard students.”

College members of the Zeta Xi Chapter formed Theta Zeta Xi, an organization of Harvard students and alumnae that is independent of Kappa Alpha Theta. As reported in *The Harvard Crimson*, the Harvard chapter of Kappa Kappa Gamma had previously closed, the Delta Gamma Chapter closed shortly after Theta’s, and the Alpha Phi chapter closed in August.

NEXT GENERATION THETAS

Current and near-future college students rarely read books or emails, breathe through social media, feel isolated and stressed but are crazy-driven, and want to solve the world’s problems (not just volunteer). Born from 1995 to 2012, so-called iGens are the most ethnically diverse generation in history, according to a recent article in *The New York Times*.

iGens are also quite different from millennials in other ways, says Jean M. Twenge, psychology professor at San Diego State University, one of the sources quoted in the article. For instance, seeing family members lose jobs and homes during the 2008 recession has focused iGens on debt and made them determined to gain skills and experience that

will lead to a career. And the prevalence of school shootings and domestic terrorism has also shaped them.

A survey of 16,372 Theta collegians reveals that our members reflect overall iGen demographics: 20 percent of our undergraduate sisters identify as non-white, while 42 percent are paying at least part of their college expenses.

MAGAZINE FUN FACTS

First published in 1885 as *The Journal*, the *Kappa Alpha Theta Magazine* is published quarterly, in May, August, November, and February. Since 2008, it has been available online as well as in print; the online version may be accessed at kappaalphatheta.org/members/kappa-alpha-theta-magazine.

Photographs and brief submissions, including news about individual and group accomplishments, achievements, and activities, may be submitted at any time. Although space restrictions prohibit a guarantee of publication, the magazine staff carefully considers each submission and publishes as many as possible in a timely manner. We regret that we cannot publish notices of marriages and births, nor can we publish photographs of members “kiting,” i.e., making kite shapes with hands or arms.

All Thetas with a valid mailing address in the Fraternity database receive a print edition of the spring issue each year. Collegians, recent (within five years) graduates, dues-paying alumnae, and Life Loyal members also receive print editions of the summer, autumn, and winter issues. Alumnae wishing to receive all four printed issues are encouraged to join an alumnae group, pay Fraternity dues, or enroll in Theta Life Loyal.

More information, including how to update your mailing address, notify us of a sister’s death, and advertise with us, may be found at kappaalphatheta.org/members/kappa-alpha-theta-magazine.



Summer 2018

theta matters

FOUNDERS DAY & FRIENDSHIP FUND MESSAGE

Women supporting women. At its heart, that’s what sisterhood is. And it’s what Kappa Alpha Theta does so beautifully.

At Grand Convention 2018, we introduced a social media campaign—Women Supporting Women—with the hashtag #ThetasGotYourBack. The campaign was created to celebrate the many ways Theta seeks to inspire each of us and encourages all of us to be our best selves.

Although I doubt they would express it in the same way, I believe our founders would find the idea of #ThetasGotYourBack to be very familiar. Bettie, Alice, Hannah, and Bettie studied with distinction and graduated with honors, but their early college years were difficult. At best, they were ignored and excluded by male students, professors, and administrators; at worst, they met with more active discrimination.

In response, these four young women created Kappa Alpha Theta: a welcoming, empowering, supportive community for themselves and the women who would follow them. And just as our founders did, we, too, support one another! We listen and console; we uplift and cheer on; we celebrate accomplishments; we talk each other off ledges; we push in all the right ways ... and in the truly dark hours, we offer aid.

In fact, aid to sisters living through those dark hours is the basis for our Friendship Fund. Since 1926, the fund has provided gifts to Thetas experiencing extreme financial hardship due to serious or terminal illness, job loss, natural disaster, and other devastating occurrences. The fund is also an affirmation of our ritual, which instills in us the belief that Kappa Alpha Theta is larger than ourselves and that what we give to one another comes full circle.

On January 27, 2019, the 149th anniversary of our founding, I hope you will join me in honoring our founders with a gift to the Friendship Fund. With the traditional gift of \$1 per year of membership, you can give support to sisters who desperately need it.

Women supporting women is more than just a catchy phrase or a social media initiative. It is a tangible demonstration of the power of Theta sisterhood in our own lives and in the lives of others. By supporting the Friendship Fund, we are women supporting women; we are sharing care and comfort with our sisters in distress and doing everything we can to turn the bitter sweet.

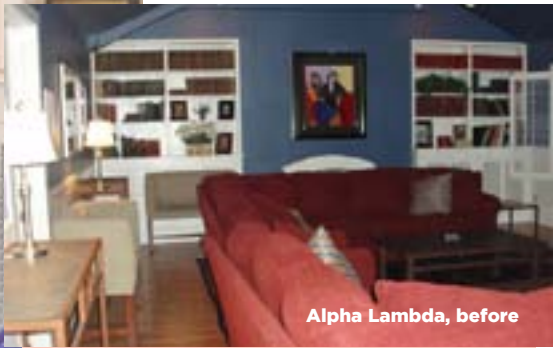
Loyally,

Mandy Burgett Wushinske

Mandy Burgett Wushinske, Zeta Sigma/Ohio Northern Fraternity President



When the Alpha Lambda Chapter at Washington was approved for a redesign of their TV lounge, we knew that chapter members referred to that space as the blue room. The walls had always been the dark blue that you see in the before picture. When our team went to work designing a new space, we knew it was important to honor the history of the blue room. As the photo above shows, it’s possible to keep old traditions intact while infusing a young, fun, updated feel to a room!



IT STILL FEELS LIKE HOME

How the FHC incorporates chapter traditions and history into new and fresh designs.

WHEN THE FRATERNITY HOUSING CORPORATION INTERIOR DESIGN STAFF AND VOLUNTEERS START A NEW DESIGN PROJECT FOR FHC-MANAGED PROPERTIES, WE KNOW IT IS IMPORTANT TO MAINTAIN THE TRADITIONS AND PERSONALITY OF EACH CHAPTER! MANY OF OUR HOUSES HAVE SPECIAL-PURPOSE ROOMS, OR UNIQUE PIECES OF ART OR FURNITURE, OR CHERISHED HISTORICAL ASSOCIATIONS. THROUGH OUR CLOSE PARTNERSHIP WITH THE CHAPTER, WE LEARN ABOUT THESE DISTINCTIVE FEATURES AND MAKE SURE TO INCORPORATE THEM INTO RENOVATIONS AND RESTORATIONS SO BOTH COLLEGIANS AND VISITING ALUMNAE STILL FEEL AT HOME.

ZETA THETA/CAL POLY

Sigma Nu Fraternity members bestowed a custom Kappa Alpha Theta coffee table on the women of Zeta Theta years before the chapter joined the FHC. This important piece of chapter history and priceless gift got an update to help tie it into the new design. A coat of black paint allowed this unique piece of furniture to remain in the house and complement the new design.



ZETA NU/UC DAVIS

Davis, California, is renowned for its bicycles: 10 times more bicycles than the average of other US cities. Dozens of bikes are regularly parked in front of and around the Theta house. When it came time for a first-floor redesign, the FHC was sure to pay homage to the culture of the campus and incorporate bikes into the décor!

ALTHOUGH THE PATH TO THE CREATION OF HER BRAND, JANEHUDSON, WASN'T A PREDICTABLE ONE, KRISTIN CELANO, DELTA THETA/FLORIDA, BELIEVED IN HER IDEAS FIRST AND FOREMOST. BY STRIVING TO PUSH HERSELF FORWARD AND REACHING HIGHER EVERY STEP OF THE WAY, IT'S NO DOUBT THAT KRISTIN IS A...

LEADING WOMAN



I attended a very large public university. I knew I wanted to join groups that would make it feel a bit smaller and more navigable. It's a pretty well-known fact that Greek life is very strong at the University of Florida and in knowing this and understanding a sliver of what joining a sorority could offer me, I knew I wanted to test the waters by participating in recruitment. I thought joining a sorority could help me meet new people and join different on-campus clubs, groups, and associations based on these relationships. I knew the camaraderie and friendships created would be unrivaled, and I was so excited to join a sorority and meet those like-minded women that I would be friends with for the rest of my life.



Kristin Celano,
Delta Theta/Florida

I worked in digital marketing and branding in New York City for 10 years before I left the “corporate” world and embarked on this journey to JaneHudson. I think when launching any company or brand, believing in your idea is paramount. And beyond believing, I did a ton of research and competitive analyses to ensure that I was unique in my concept; in my case, I had to be sure that no one was creating spirited leisure looks for women sports fans. From there, I did a mix of leaning on mentors and

self-teaching, and I've certainly learned a ton and made a bunch of mistakes along the way. For me, it was always about looking for a void in the marketplace: I kept struggling to find elevated “game day” looks in my colorways that weren't loaded with oversized logos or ... pink. JaneHudson originated out of a personal need.

Without a doubt, Theta is responsible for who I am today. Honestly, I'm not sure where I would be in life without the guidance, support, and love of my Theta sisters. I often wonder how I got so lucky to have a network of such strong, independent, intelligent, and supportive friends. Whenever I have a new idea, I know I'll have an honest sounding board in my Theta sisters. I know if I land a great partnership or press feature, they will be my biggest cheerleaders. Just this morning I was chatting with one of my best friends whom I met through Theta. I am the godmother to her daughter, and we are extremely close. She was helping me brainstorm a few business ideas and was sharing how proud she was of me. It keeps me going, even when times get tough.

I believe being a leading woman means to be strong, independent, and to recognize how important it is to lift up those around you. It means being a caring and willing mentor to those who reach out for your guidance. It means paying it forward, and knowing it will always pay off, and remembering those who came before you. I embarked on this path of mine without having much knowledge of the space. If it weren't for other women who offered and lent their time and energies to me, I wouldn't be where I am today. It's all about being good to those around you and demonstrating gratefulness. These are things I remain laser-focused on each and every day.

THETA FOUNDATION

THETA FOREVER

IN CELEBRATION OF ALL THAT THETA FOUNDATION HAS PROVIDED MEMBERS AND CHAPTERS—BECAUSE OF YOUR GENEROSITY—WE ARE PROUD TO LAUNCH THE THETA FOREVER FUND.



Just as Kappa Alpha Theta has been there for you, the Theta Forever Fund ensures that Theta will continue to thrive in years to come, providing her members with lifelong opportunities for personal growth, as well as a cherished sisterhood. Every donation supports the educational, leadership, and philanthropic programs that help all Thetas become their best while offering space in which members can become change-agents and innovators. One of these programs is the Emerging Leaders Institute (ELI), providing leadership education and development to emerging undergraduate leaders.

What better way to celebrate your membership in Theta than with a gift to the Theta Forever Fund? Visit GivetoTheta.org to make an impact!

STORIES FROM COLLEGE SISTERS IMPACTED BY THE EMERGING LEADERS INSTITUTE

KENDALL CHELIAN
DELTA UPSILON/EASTERN KENTUCKY

“I gained so much confidence at the Emerging Leaders Institute (ELI)! I learned to be a leader in my chapter, whether I hold a position or not, how to value my strengths instead of focusing on my weaknesses, and how to be a leading woman in new and creative ways. This experience helped me embrace our sisterhood and fall in love with Kappa Alpha Theta all over again. None of this would have been possible without you.”

LEAH SALCEDO
ZETA THETA/CAL POLY

“Thank you so much for giving me the opportunity to learn how to become a better leader. Not only did I learn the qualities of a good leader, but also all the little things “behind the scenes” that leaders do. I feel that through this experience I have grown so much as an individual, and I am so excited to bring these ideas back to my chapter. After ELI, I felt very connected to Theta and am eager to see where our sisterhood can take us.”

GABRIELLE LUX
ZETA PHI/PEPPERDINE

“Thank you so much for contributing to this amazing program. Not only did I meet so many wonderful women, but I also learned so much more about myself as a person. Your donation supported activities that helped me understand what it means to be a leader and how to be the best leader for whatever comes my way. I cannot thank you enough!”

Grand Convention 2018 was one for the books!

From amazing speakers to compelling programs to special events to cherished rituals, Grand Convention 2018 was an event to remember. Here are our top ten memories.

10



Celebrating kites and twin stars.

8



Announcing the Women Supporting Women campaign.

At Theta's heart, we are women supporting and celebrating women. Our new Women Supporting Women social media campaign eloquently expresses this, even to those who would question the relevance in today's world of the first Greek-letter fraternity for women. You can watch the introductory video on our website (kappaalphatheta.org/about-theta/women-supporting-women), and you can follow stories of Theta support—and share your own!—using the hashtag #ThetasGotYourBack.

9



Continuing traditions.

Ever since 1911, the banquet on the final night of Convention is preceded by a procession. Outside the banquet room, all Theta participants form a double row by chapter, with the members of the newest chapter closest to the door and members of Alpha Chapter at the very end. To the sound of the “Banquet Processional,” the members of Alpha walk through the double row, with the members of the other chapters following in order of chapter establishment.

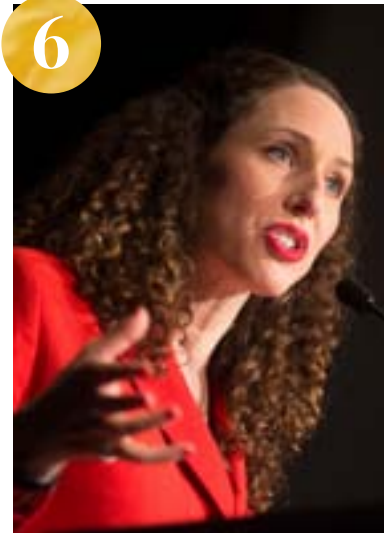
7



Helping sisters when they need it most.

A Convention raffle raised \$7,000 to support Theta's Friendship Fund! Although the Tory Burch purses served as a delightful incentive, expressing care, love, and support to Thetas experiencing extreme financial hardship is the reason thousands of Thetas have contributed to the Friendship Fund since its inception in 1926.

6



Laughing and crying with Carrie Hammer & Tara Storch.

Our featured speakers offered powerful messages of innovation, inclusion, hope, and purpose.

A fashion force to be reckoned with, Carrie Hammer inspires women everywhere with her unique approach. Hammer, Beta Xi/UCLA, started her campaign, “Role Models Not Runway Models,” when she decided to swap traditional runway models for incredible real-life women at New York Fashion Week.

Tara Storch, Delta Omega/Texas A&M, is a passionate and loyal wife and mother. Following the death of her daughter, Taylor, in 2010, Tara dedicated herself to spreading a message of courage and inspiration to any audience who would listen. With her husband, she founded Taylor's Gift, a foundation that works to increase the number of registered organ donors and financially support donor families.

4



Setting a Pansy Patch record.

The 2018 Theta Foundation Pansy Patch was a record-breaker! In less than four months, nearly 2,000 donors sent 18,525 pansies to friends, family, and Thetas close to their hearts and raised more than \$225,275 to support not only the educational, leadership, and service programs that help Thetas become their best but also the \$1 million National CASA Initiative.

5



Understanding the impact of CASA.

Melynda Jamison of the CASA of Lexington Program in Kentucky received the 2018 Kappa Alpha Theta CASA/GAL Program Director of the Year Award in March. At the Convention Philanthropy Luncheon, she movingly illustrated the impact of CASA (A child with a CASA volunteer spends 5.5 months less in out-of-home care or foster care; last year, 88 percent of children with a CASA volunteer never reentered the system.) through the story of one child. Jamison said, “Do not forget the power you have to change a child's life, to give them hope, a voice, and a future through CASA. On behalf of the 280,316 children who had the benefit of a CASA volunteer last year, I say thank you. Without the support of Kappa Alpha Theta, CASA could not do the work we do.”

3



Electing leaders.

Electing Grand Council is an important responsibility of the delegates to each Convention. Grand Council governs the Fraternity in the interim between Conventions. (Learn more about our 2018-20 Grand Council on page 14.)



2

Making powerful connections.

At Theta’s 73rd Grand Convention, more than 800 Thetas made powerful connections with sisters from near and far. We strengthened existing bonds, forged new ones, and found ways to reconnect with ourselves and our own Theta journey.



1

Announcing the next one!

July 8 – 12, 2020, our 150th Anniversary Convention in Indianapolis.

College and Alumnae Chapter Recognition

Convention awards celebrate chapter members’ efforts to spread the widest influence for good, their devotion to lifelong learning, their enjoyment of sisterhood ... and all the ways we personify our values.

COLLEGE CHAPTER AWARD WINNERS

Excellence in Administration

Winner: Psi/Wisconsin
Runner-Up: Gamma/Butler

Excellence in Finance

(less than \$150,000)
Winner: Zeta Mu/MIT
Runner-Up: Theta Lambda/Rochester
(\$150,000-\$300,000)
Winner: Eta Phi/Belmont
Runner-Up: Delta Phi/Clemson
(\$300,000-\$600,000)
Winner: Zeta Theta/Cal Poly
Runner-Up: Gamma Pi/Iowa State
(\$600,000 and above)
Winner: Beta Xi/UCLA
Runner-Up: Delta Omega/Texas A&M

Excellence in Marketing

Winner: Gamma deuteron/Ohio Wesleyan
Runner-Up: Eta Omega/Saint Louis

Excellence in Member Development

Winner: Alpha Rho/South Dakota
Runner-Up: Eta Omicron/North Florida

Excellence in Panhellenic

Winner: Zeta Mu/MIT
Runner-Up: Beta Zeta/Oklahoma State

Lissa L. Bradford Award for Panhellenic Excellence

Oklahoma State

Excellence in Recruitment

Winner: Eta Phi/Belmont
Runner-Up: Alpha Eta/Vanderbilt

Excellence in Risk Prevention

Winner: Zeta Chi/Johns Hopkins
Runner-up: Beta Mu/Nevada

Highest Scholarship Award

Beta Epsilon/Oregon State

Top College Chapter in Overall Giving to Theta Foundation

Omicron/USC

Circle of Aspiration Foundation Recognition

(\$20,000+)
Epsilon Zeta/Mississippi

Circle of Truth Foundation Recognition

(\$10,999-\$19,999)
Alpha Omicron/Oklahoma

Circle of Light Foundation Recognition

(\$5,000-\$9,999)
Delta Theta/Florida

Circle of Loyalty Foundation Recognition

(\$1,000-\$4,999)
Kappa/Kansas

Bronze Kite

Alpha/DePauw
Lambda/Vermont
Psi/Wisconsin
Alpha Gamma/Ohio State
Alpha Rho/South Dakota
Alpha Psi/Lawrence
Beta Delta/Arizona
Beta Upsilon/British Columbia
Beta Chi/Alberta
Gamma Nu/North Dakota State
Gamma Pi/Iowa State
Gamma Psi/TCU
Delta Epsilon/Arizona State

Delta Eta/Kansas State
Delta Iota/Puget Sound
Delta Kappa/LSU
Delta Omicron/Alabama
Delta Upsilon/Eastern Kentucky
Delta Phi/Clemson
Epsilon Eta/Centre
Epsilon Pi/Bucknell
Epsilon Upsilon/Columbia
Epsilon Phi/Chicago
Zeta Eta/Wofford
Zeta Omicron/Wake Forest
Zeta Xi/Harvard
Zeta Chi/Johns Hopkins
Eta Eta/College of Idaho
Eta Iota/San Diego
Eta Tau/Tampa
Eta Chi/Boston
Theta Lambda/Rochester

Silver Kite

Gamma/Butler
Gamma deuteron/Ohio Wesleyan
Nu/Hanover
Upsilon/Minnestora

Alpha Nu/Montana
Alpha Sigma/Washington State
Alpha Phi/Tulane
Alpha Chi/Purdue
Beta Zeta/Oklahoma State
Beta Omicron/Iowa
Beta Sigma/SMU
Gamma Phi/Texas Tech
Gamma Chi/Fresno State
Gamma Omega/Auburn
Delta Chi/Virginia
Epsilon Psi/Richmond
Zeta Tau/Delaware

Zeta Upsilon/UT Dallas
Zeta Omega/Loyola Marymount
Eta Mu/Occidental
Eta Xi/Quinnipiac
Eta Pi/Case Western
Eta Phi/Belmont
Eta Psi/Tufts
Eta Omega/Saint Louis
Theta Theta/NC State
Theta Kappa/Louisville

Golden Kite
Omicron/USC
Pi/Albion

ALUMNAE CHAPTER AWARD WINNERS

Top Alumnae Chapter in Overall Giving to Theta Foundation

Nashville

Circle of Aspiration Foundation Recognition

(\$20,000+)
Dallas

Circle of Light Foundation Recognition

(\$5,000-\$9,999)
Greater Kansas City

Circle of Loyalty Foundation Recognition

(\$1,000-\$4,999)
Spokane

Bronze Kite

Albuquerque
Amarillo
Annapolis/Severna Park
Bloomington
Bryan/College Station
Calgary
Columbia Area South Carolina
Emerald Coast
Fargo
Flatirons
Fort Worth
Fox Cities
Grand Rapids
Inland Southern California
Jackson

Lafayette
Los Angeles
Mid-Cities
Missoula
Mobile Bay
Oklahoma City
Palm Beach County
Peoria
Rochester
St. Paul
State College
Tucson
Vancouver, British Columbia
Western North Carolina
Westfield
Winston/Salem

Silver Kite

Auburn
Burlington
Charlotte Area
Fairfield County
Houston Northwest
Lubbock
Memphis
Minneapolis
Nature Coast
New Orleans
North Alabama
Northern Virginia
Olympia

Alpha Eta/Vanderbilt
Alpha Mu/Missouri
Alpha Omicron/Oklahoma
Beta Gamma/Colorado State
Beta Iota/Colorado
Beta Kappa/Drake
Beta Mu/Nevada
Beta Xi/UCLA
Gamma Zeta/Connecticut
Gamma Mu/Maryland
Gamma Tau/Tulsa
Delta Omega/Texas A&M
Epsilon Epsilon/Baylor

Epsilon Iota/Westminster
Epsilon Lambda/Dickinson
Zeta Mu/MIT
Eta Rho/James Madison

Soaring Kite Award

Eta Omicron/North Florida

Founders Award

Winner: Beta Iota/Colorado
Finalists: Omicron/USC, Alpha Eta/Vanderbilt,
Beta Iota/Colorado, Beta Kappa/Drake,
Beta Xi/UCLA, Gamma Tau/Tulsa,
Zeta Mu/MIT.

Philadelphia
Plano
Portland
Richmond, Virginia
Rockford
San Diego
Spokane
St. Louis
Toronto
Tulsa
Westchester, New York
Wichita

Golden Kite

Arlington Area
Atlanta
Austin
Birmingham, Michigan
Central Florida
Chicago North Shore
Cleveland
Columbus, Ohio
Dallas
Dayton
Denver
Des Moines
Greater Fort Myers
Greater Kansas City
Hartford
Houston
Indianapolis

Iowa City/Cedar Rapids
Jacksonville
Katy/West Houston
Louisville
Miami
Naples/Marco Island/Bonita Springs
Nashville
North Carolina Triangle
Northwest Arkansas
Omaha
Orange County
Phoenix
Providence
Reno
San Antonio
San Mateo County
Sarasota
Seattle
Southeastern Virginia
South Orange County
Southern Denton County
Tampa
The Woodlands Area
Waco
Washington DC/Suburban Maryland

Founders Award

Winner: Dallas
Nominees: Atlanta; Columbus, Ohio; Dallas; Des
Moines; Greater Kansas City; Naples/Marco
Island/Bonita Springs; Southeastern Virginia.



Grand Council

2018-2020

Back row: Michelle Geiger, Erica Ochs, Heather Granato, Cate Bibb

Front row: Jane Dick, Mandy Wushinske, Vicki McCluggage, Cynthea Yestal.



ELECTED AT EACH GRAND CONVENTION, GRAND COUNCIL IS THE GOVERNING BODY OF THE FRATERNITY BETWEEN GRAND CONVENTIONS AND HAS FULL AND FINAL AUTHORITY OVER AND RESPONSIBILITY FOR THE PLANS, PROGRAMS, POLICIES, AND OPERATIONS OF THE FRATERNITY.

Mandy Burgett Wushinske, Zeta Sigma/Ohio Northern, begins her first term as Fraternity president. She previously served Theta as Fraternity vice president, Theta Foundation trustee, college district president, membership district director, and in many advisor roles. Professionally, Wushinske is principal of an elementary school and has taught elementary and middle school. She is an active volunteer at her church and her children's school and is a member of the Columbus, Ohio, Alumnae Chapter.

Beginning her first term as Fraternity vice president, **Cate Lock Bibb**, Gamma Phi/Texas Tech, has served Theta as recruitment and Panhellenic district director, 2nd alternate NPC delegate, recruitment committee chairman, and 3rd alternate NPC delegate. She served on the NPC Recruitment and Expanded Membership Model Think Tank as well as the NPC Recruitment Committee. She is a member of the Lubbock Alumnae Chapter. A former campus-based fraternity/sorority advisor, Bibb is an adjunct instructor for a university in Texas. She is an active volunteer at her church and her children's school.

Jane Shepherd Dick, Epsilon Mu/Princeton, begins her third consecutive term on Grand Council; she held the previous Council office of vice president alumnae from 2000 to 2002. Additional Theta offices include Foundation trustee, nominating committee officer, alumnae district president/officer, and permanent alumnae secretary. She is active in the Palo Alto Alumnae Chapter and has served as a college chapter advisor and a facility corporation board member.

After previous careers in both the high tech and culinary fields, Dick now works as secretary at a large alternative public elementary school and has served in several leadership positions in school-centered organizations.

Beginning her first term as Fraternity vice president, **Michelle Mouton Geiger**, Delta Kappa/LSU, has served Theta as 1st alternate NPC delegate, marketing and communications committee chairman, 2nd alternate NPC delegate, Panhellenic district director, and membership committee coordinator. She is a member of the Atlanta Alumnae Chapter. Geiger works professionally in marketing and advancement within higher education.

Heather Breuninger Granato, Epsilon Psi/Richmond, begins her second term as Fraternity vice president. Her previous Theta service includes the offices of alumnae committee chairman, alumnae district director, and alumnae district president/officer. She has also held advisory board and alumnae chapter officer positions and is a member of the Phoenix Alumnae Chapter. Professionally, Granato is vice president of content at a multinational publishing and events company.

Erica D'Angelo Ochs, Eta Nu/Lake Forest, begins her second term as Fraternity vice president, and her previous Theta offices include chairman of the chapter compliance committee, budget district director, and administrative district director. She has also served as an alumnae chapter officer, held several college chapter advisor positions, and is a member of the Birmingham, Michigan, Alumnae Chapter. Ochs is a key account manager for a global provider of automotive software.

Beginning her first term as Fraternity vice president, **Cynthea Strube Yestal**, Beta Chi/Alberta, has previously served Theta as risk prevention committee chairman, director of risk management, and in many advisor roles. She is a member of the Edmonton Alumnae Chapter. A certified fundraising executive for more than 15 years, Yestal is marketing and human resources manager for her family's automobile, commercial truck, and fleet collision repair firm.

Vicki Laughlin McCluggage, Omicron/USC, begins her first term as Kappa Alpha Theta Foundation president. She previously served as Foundation vice president, Foundation trustee, college district president, facility corporation president, alumnae chapter president, and in many advisor roles. She is a member of both the Pasadena and Nashville Alumnae Chapters. As co-chairman of Theta Foundation's *Give to Lead, Give to Learn* endowment campaign, McCluggage helped raise \$6.2 million for leadership grants and need-based scholarships. She is also a dedicated volunteer for her alma mater; the USC Alumni Association recognized her service to the university and community with a 2017 Alumni Award.

SITE 2 SEE

We Do It for the 'Gram

WHO DOESN'T LOVE PHOTOS? WE SURE DO, AND WE WANT TO SEE YOURS!

Follow Theta on Instagram and tag @kappa_alpha_theta in your photos! Please also remember to send all your great chapter and sisterhood pictures to socialmedia@kappaalphatheta.org.*

*Send your photos as attachments to your email, rather than including them in the body of the message. If they're shot at the highest resolution possible, photos will be considered for publication in the *Kappa Alpha Theta Magazine*.

#THETASGOTYOURBACK
#THETA1870

DON'T FORGET TO CHECK US OUT ON OUR OTHER SOCIAL MEDIA CHANNELS!



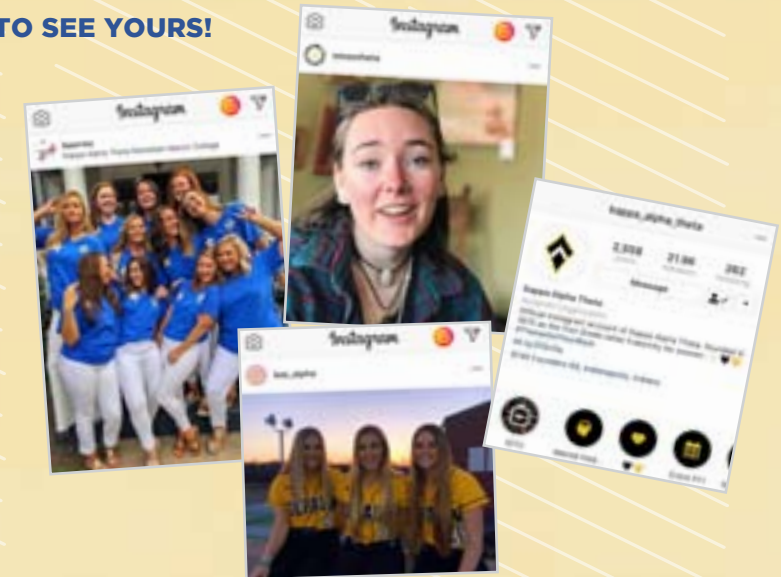
@KappaAlphaTheta



@BettieLocke



KappaAlphaTheta



STATEMENT OF OWNERSHIP

UNITED STATES POSTAL SERVICE Statement of Ownership, Management, and Circulation

1. Publication Title: Kappa Alpha Theta Magazine

2. Issue Date: December 2019

3. Issue Frequency: Annual

4. Issue Number: 1

5. Annual Subscription Price: \$15.00

6. Annual Circulation: 10,000

7. Total Number of Copies: 10,000

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Foundation President Vicki McCluggage, Omicron/USC;
Fraternity President Mandy Wushinske, Zeta Sigma/Ohio Northern;
and FHC President Mary Jane Beach, Beta Nu/Florida State

**MANDY
BURGETT
WUSHINSKE**

Zeta Sigma/Ohio Northern

TEN QUESTIONS WITH ONE THETA

10 QUESTIONS

MANDY BURGETT WUSHINSKE, ZETA SIGMA/OHIO NORTHERN, WAS ELECTED FRATERNITY PRESIDENT AT GRAND CONVENTION IN JUNE. PRINCIPAL OF MANSFIELD CHRISTIAN SCHOOL, IN MANSFIELD, OHIO, SHE WAS RECOGNIZED BY THE SCHOOL DISTRICT WITH THE CORE VALUE: SCHOOL EXCELLENCE AWARD IN 2016-17. WUSHINSKE USES MANY OF THE SAME SKILLS IN HER PROFESSIONAL AND THETA WORK: STRATEGIC PLANNING, PROBLEM-SOLVING, PUBLIC RELATIONS, AND HUMAN RESOURCES. FOR MORE ON HER PROFESSIONAL AND THETA CAREERS, PLEASE SEE PAGE 14.

1 WHAT PROFESSION OTHER THAN YOURS WOULD YOU LIKE TO ATTEMPT?

I've always thought it would be interesting to be a wedding coordinator. Assisting with flower selection, venue visits, and cake taste-testing sounds fun.

2 IF YOU HAD AN ALL-EXPENSE PAID VACATION TO ANYWHERE IN THE WORLD, WHERE WOULD YOU GO?

I would go back to Hawaii. My husband and I went several years ago and had the most wonderful time. It's on our vacation wish list because we would love to share the breathtaking scenery with our children.

3 "LOOKING AT ME, NO ONE WOULD GUESS...."

I camped in the Grand Canyon along the Colorado River. My grandfather took my cousins and me on a week-long trip when I was 13. We spent the days rafting and hiking and the evenings playing in waterfalls or springs. Camping or "roughing it" is not really my style, but it was a memorable trip and I'm grateful that I had the opportunity to share the experience with my family.

4 WHAT'S YOUR GUILTY PLEASURE?

Nail polish. I have way too many bottles of it!

5 WHAT REALLY MAKES YOUR DAY?

A hug from either of my children makes every day better.

6 CAN YOU TELL US ABOUT A CHALLENGE YOU WORKED HARD TO OVERCOME?

I experienced the tragic loss of my father at a young age. Not until later in life did I fully deal with that grief and loss. It proved very challenging to confront the way the loss impacted me, and I had to be intentional about dealing with those feelings. I appreciate the support of family and dear friends during that period of my life.

7 WHAT IS YOUR FONDEST THETA MEMORY?

I have so many great Theta memories that it's difficult to pinpoint just one. My favorite college memories are of time spent with sisters lounging on the large white wraparound couch at the Theta house—watching *90210* and eating breadsticks dipped in ranch dressing. It was so simple, yet those were the times when we really got to know one another. I also have many fond Theta memories after college. Theta gave me the most amazing group of friends that I am still close to today.

8 WHAT DO YOU VALUE IN YOUR FRIENDS?

The most important characteristic to me is trustworthiness, closely followed by loyalty and a sense of humor. I greatly appreciate my friends who are willing to be genuine and honest.

9 WHAT DOES THE CONCEPT OF WOMEN SUPPORTING WOMEN MEAN TO YOU?

I think women supporting women means that we intentionally strive to bring out the best in others, especially our Theta sisters. We encourage our sisters to dream big dreams and then to pursue those passions; we listen and console when times are tough; and we inspire others to persevere.

10 WHAT IS YOUR VISION FOR KAPPA ALPHA THETA?

I want to continue to make progress toward accomplishing our Plan of Aspirations. Specifically, I want to make strides in the area of *Aspiration 3: Demonstrate to external audiences the relevance of the Theta experience*. Faced with the current climate on some college campuses, it is more important than ever that we can articulate the importance of the Greek experience so that we strengthen our sisterhood bonds, providing opportunities for women of the future to enjoy Theta membership. I want Kappa Alpha Theta to continue to be a recognized leader among our peers.

Personifying Sisterhood

BY: NORALEEN DUVALL YOUNG | ALPHA CHI/PURDUE

In anticipation of our sesquicentennial in 2020, we have dedicated a year to each of our four founders and a Theta value that she especially personified. 2018 is the year of sisterhood and Hannah Fitch Shaw. Born in Lawrenceburg, Indiana, in 1851, Hannah was encouraged in her academic ambitions by her family. She attended the community's high school, completing the program in 1866 at age 15, but delayed entering Indiana Asbury, now DePauw University, until her younger brother was ready to attend, too.

Hannah, known as Jennie during her college days, was described as "shy and retiring" but having a "keen and eager mind." She entered Asbury in the fall of 1868, a year after women were first admitted, and at the end of her first year, she didn't feel like she really belonged there. When she didn't return to school in the fall of 1869, she received a letter from Bettie Locke, encouraging her to return because Bettie had something to share with her. What Hannah found upon her return to Asbury was Bettie's plan for the organization that would soon be known as Kappa Alpha Theta.

Bettie Locke and Alice Allen graduated in June 1871, and Bettie Tipton had transferred to Millersburg College, so Hannah was the founder who remained at Asbury, serving as president of Theta and helping to strengthen it. She was active on campus, working on the editorial staff of the college newspaper, one of the first women to hold such a post. In a 1914 article in the Theta magazine, Hannah reflected that after 40 years, "It is a great satisfaction to know that the same high ideals that meant so much to us in the beginning have been sacredly cherished and have proved so helpful in building a great fraternity."

After graduation, Hannah married a fellow student, Archibald Shaw. They lived in Lawrenceburg, where she was active in the community and continued to engage her mind. She even received a US patent for an "improved dustpan" in 1886. Hannah died in 1924. A Theta of that time wrote of her that "She persevered through her life in college," and "Her thoughts were always for others, her code of life was love."



Hannah Fitch Shaw and her children, circa 1900

Year of Sisterhood

WE ALL LIVE IT... LET'S CELEBRATE IT!

In preparation for our upcoming sesquicentennial in 2020, we've been honoring Theta's founders and the values they personify. 2018 is the Year of Sisterhood.

Former Fraternity President Norma Anderson Jorgensen, Gamma Zeta/Connecticut, defined *sisterhood* like this: "It can't be weighed, measured, bought, sold, leased, inherited, or put into words. It has no dollar value. It is more a feeling than a state of being."

Norma also believed that sisterhood is reciprocal, a giving of one's self accompanied by a willingness to receive from others. At Grand Convention 2018, we asked 800 sisters to share stories of how they've experienced Theta support. On the next two pages are some of those stories.

FOLLOW MORE STORIES OF THETA SUPPORT—AND DESCRIBE YOUR OWN—ON SOCIAL MEDIA USING THE HASHTAG #THETASGOTYOURBACK.

I FELT SUPPORTED BY A THETA SISTER WHEN....

I JUST NEEDED SOMEONE TO SIT AND LISTEN TO ME.

– Amber Eisenhower, Beta Delta/Arizona

I MET WOMEN FROM OTHER CHAPTERS WHO IMMEDIATELY ACCEPTED AND WELCOMED ME.

– Samantha Lyn-Metz, Beta Epsilon/Oregon State

I MADE A MISTAKE. EVERYONE IS SO FORGIVING AND SUPPORTIVE, AND IT SHOWS ME THAT I CAN TRULY BE HONEST WITH AND DEPEND ON THE WOMEN IN MY CHAPTER.

– Jessica Quinn, Eta Tau/Tampa

MY SISTERS LET ME KNOW THAT I HAD THEIR LOVE, SUPPORT, AND FRIENDSHIP.

– Katy Becker, Eta Tau/Tampa

WHETHER IT'S "I HAVE A QUESTION" OR "I NEED ADVICE" OR "HOW ARE YOU?"... MY THETA SISTERS ALWAYS ANSWER.

– Nancy Babyak, Lambda/Vermont

I WAS GOING THROUGH A DIVORCE AND WAS INVITED TO AN ALUMNAE GROUP MEETING. CHANGED MY LIFE.

– Anonymous

I'VE FELT AS THOUGH I'M NOT GOOD ENOUGH OR DOUBTED MYSELF ... MY SISTERS ARE MY BIGGEST SUPPORTERS.

– Mary Kate Harris, Theta Theta/NC State

OUT OF THE BLUE, I RECEIVED AN UPLIFTING TEXT MESSAGE FROM A SISTER WHEN SECRETLY I WAS IN DIRE NEED OF ONE. SHE WILL NEVER UNDERSTAND THE IMPACT THAT MADE. IT'S ALL ABOUT THE LITTLE THINGS.

– Savannah Hanning, Epsilon Iota/Westminster

I HAVE SUPPORTED A THETA SISTER BY...

ELEVATING HER AFTER A TOUGH BREAKUP. I PROVIDED CARE AND COMFORT BUT ALSO REMINDED HER WHAT SHE DESERVES.

– Kylie McCalmont, Alpha Mu/Missouri

OFFERING TRANSPARENCY WITH MY STRUGGLES. THIS HAS ALLOWED MY SISTERS TO OPEN UP TO ME AND ALLOW ME TO BE A PERSON TO LEAN ON.

– Elizabeth Pearson, Alpha Rho/South Dakota

ONE OF MY SISTERS HAS BEEN ON A HEALTH KICK, SO INSTEAD OF GOING TO DRINKS OR BRUNCH WE'VE BEEN GOING ON HIKES!

– Brooke Felts, Beta Tau/Denison

BEING MORE INTENTIONAL ABOUT REACHING OUT, CHECKING IN, AND MAKING AN EFFORT TO CONSISTENTLY CONNECT.

– Abbie Stasior, Epsilon Lambda/Dickinson

LISTENING TO A SISTER ON HER JOURNEY OF RECOVERY FOR HER EATING DISORDER.

– Aneesha Gala, Eta Pi/Case Western

STAYING BY HER SIDE AND CRYING WITH HER WHEN HER BOYFRIEND WENT OFF TO WAR.

– Devyn Hickox, Gamma Delta/Georgia

SHOWING UP FOR THE TOUGH STUFF AND HELPING TO HAVE THE REAL CONVERSATIONS THAT AREN'T ALWAYS EASY.

– Allie Sturtridge, Pi/Albion

BEING THE COMIC RELIEF WHEN PEOPLE FEEL DOWN. I MAY NOT BE KNOWLEDGEABLE IN ALL SITUATIONS, BUT I'LL DO WHAT I CAN TO MAKE THEM SMILE.

– Allie Stellpflug, Upsilon/Minnesota

Moving Pieces

Hilal and Hayal Koc: twin sisters and Theta sisters.

CHANGE IS A CONSTANT FOR FACEBOOK PRODUCT DEVELOPMENT AND MARKETING LEAD HILAL KOC, WHO THRIVES ON BREAKING DOWN BUSINESS BARRIERS, SUPPORTING WOMEN-OWNED START-UPS, AND BUILDING GLOBAL COMMUNITIES.

BY: JAN SCHMITZ MATHEW | DELTA/ILLINOIS

Hilal Koc has long viewed the world through a unique lens. And her family’s extensive travels, as well as her professional travel, which spanned Turkey, Russia, Poland, and the United Kingdom, afforded perspectives that ultimately shaped her passions and profession.

“Even as a child, I was intrigued by how people interacted and behaved,” recalls Koc, Delta Zeta/Emory. “I liked observing different cultures and hearing different perspectives.”

She also brought an unusual sensitivity to her observations, recognizing at a young age undercurrents that can separate the world’s cultures and those who emigrate from their homelands.

“Language is an incredible barrier,” says Koc, whose parents were born and raised in Turkey and came to the United States together in 1979. “The inability to articulate yourself effectively in another language, despite knowledge of a subject, can be very frustrating and cause people to change their core behavior or character. People who were once outgoing can become shy or reserved or even seemingly standoffish.

“I have an acute awareness and empathy for that.”

The depth of her understanding, combined with an ability to adapt personally and professionally to a wide range of cultures, has translated to a rewarding career in the field of technology, from positions with Google and LinkedIn to several years in Istanbul in business development roles. In May 2017, Koc joined Facebook’s product development and marketing team and now works from the company’s London office. Within Facebook’s mission to give people the power to build community and bring the world together, Koc’s team focuses specifically on breaking down business barriers and meeting customers’ needs in emerging and high-growth markets such as Latin America, Africa, the Middle East, Southeast Asia, and Eastern Europe.

“I’ve always focused on learning new things, which led me to technology,” Koc says. “And often, the type of product or technology I’m working on can completely change for a variety of reasons. Success in the tech world truly requires comfort with ambiguity and change, as well as the ability to learn and adapt quickly.

“The most ‘typical’ part of my work day is that I’m constantly context-switching from different products to working with different functions. I’ll go from working with engineers on the details of a product in one meeting, to presenting growth strategies to the chief marketing officer of a global company, to researching consumer and business behavior in a market like Indonesia.

“With so much variety, it’s always a challenge to maintain focus and clarity. But I enjoy the flexibility and ability to constantly stretch myself.”

LEARNING TO LEARN

A San Francisco native, Koc knew “early on” that she wanted to leave the West Coast for her college years. She heard about Emory University in Atlanta from a number of friends and career counselors and was attracted to the concept of “learning how to learn” at a liberal arts college.

“Emory provided the perfect mix of a very different atmosphere, a beautiful college campus setting, and vibrant culture,” Koc says.

And although she was energized by change, Koc came to Emory with very familiar company: her identical twin sister, Hayal. “For me, the best part about growing up with Hayal was that she helped make me more comfortable with our family’s many travels,” says Koc. “I never felt

isolated or lonely, because I always had my sister. She’s also quite outgoing, so I didn’t have to do as much ‘upfront’ work when it came to meeting new people. She made me feel more at ease.

“It’s nice to have someone sharing the same life experiences at the same time, whether through work or relationships.”

The two added another dimension to sisterhood when they pledged Theta.

“I didn’t know much about Greek life before Emory, so I went into (recruitment) with no preconceived notions,” Koc recalls. “People say that your choice of sorority just ‘happens’ or just feels comfortable. That’s exactly how I felt about Theta.

“I knew I simply clicked with many of my sorority sisters, and even back then, many were incredibly accomplished women. Years later, I’m still inspired by watching them succeed in their personal and professional lives as well-respected physicians, surgeons, lawyers, academicians, and businesswomen.”

She and Hayal had a core group of mutual friends in the Delta Zeta Chapter, but also carved their individual paths—studying abroad in different countries at different times. Koc, who studied at Universidad de Buenos Aires, Argentina, for one year, graduated from Emory in 2003 with a Bachelor of Arts degree in economics and international studies, and a minor in Spanish. She earned her MBA in strategy and marketing from the University of Michigan’s Stephen M. Ross School of Business.

From that point, her footsteps reflected a path first modeled by her parents. Koc’s father, Aydin, built a successful career in management consulting and then start-ups, working on technological innovations for a number of Silicon Valley companies. Her mother, Hulya, founded several enterprises, including ChildCare Careers, an employment agency focused on providing temporary caregivers and, together, the Kocs scaled the agency to a nationwide franchise. Although semi-retired, both continue to advise start-ups globally and are active angel investors, having funded more than 15 startups in a variety of industries.

“I believe in giving back and empowering women, and I get true satisfaction from seeing women succeed.”

“My parents had an immense impact on my character and career,” Koc says. “My mother was one of my first mentors and had a major influence on my work ethic, respect for others, resilience, and independence as an adult. Her passion and incredible work ethic drove her to become a very successful entrepreneur—founding several enterprises and becoming a well-known and respected start-up mentor, investor, and global advisor.

“I feel very fortunate that I was raised by such amazing people, and I am indebted to them.”



Lindsey Rossler, Kristine Favila, Hilal Koc, and Ariana Jakub reuniting in New York City.

CONNECTING A WIDE WORLD

Although she embraces the richness of cultural diversity, Koc recognizes global universalities, too. “Across the world, people share the desire to succeed,” she says. “Beyond basic needs, such as housing, food, love, and support, most people want to be successful in their professional and personal lives. They want to grow, learn, establish themselves, make money.”



“Always take risks, focus on learning, think globally, and set the right expectations. Don’t define yourself by one particular sector, or company, or city. Travel and work abroad.”

However, Koc recognizes that consumer behavior can diverge. She offers a simple example of the social nature of commerce. In the United States, consumers typically will see an ad online or go to a website, browse for a particular product, read reviews, and then go through the check-out process to purchase.

In emerging markets, however, this pattern is quite different. Consumers often want to interact directly with the merchant—messaging them, asking for more information, or clarifying payment terms—before any checkout occurs. It’s more of an interactive experience and often is done to confirm the authenticity of the company or product, as well as to get more comfortable with the terms prior to payment.

“This is often the way business and commerce are conducted in emerging markets, so it’s a clear example of how to understand consumer and business trends and behaviors and build a product that provides value.

“One of the best parts of my job is the ability to work across the Facebook ‘family’ of apps, which includes Instagram and WhatsApp, among others. I’m particularly

proud of a product we recently launched that allows businesses to create a link between two of our platforms. Businesses can now include a button on their ads so people can call or message via WhatsApp with just the click of a button.”

Although relatively unfamiliar in the United States, WhatsApp, a stand-alone messaging app that Facebook acquired in 2014, is widely used and popular in emerging markets. “Americans typically use iPhones and iMessaging, but much of the rest of the world uses Android phones,” Koc explains. “WhatsApp is free and allows for very lightweight communication, such as messaging, texting, and voice calls, to work across all devices.” There are more than 1 billion WhatsApp users worldwide, and they send more than 60 billion daily messages.

Tapping into the potential of emerging markets—defined as economies that are progressing toward becoming more advanced by means of rapid growth and industrialization—is among Koc’s passions. Understanding the implications of these economies is imperative, too.

“Ninety percent of the world’s population under age 30 lives in emerging markets and, presently these markets make up 58 percent of the world economy,” Koc says. “With annual economic growth rates double to triple those of the United States, it’s only a matter of time before a very broad shift occurs in the way we think about these dynamics. Behavior in such markets will go from being ‘emerging’ to the ‘dominant’ way of doing business.”

Specifically, the Facebook product development and marketing team identifies India, forecast to become the world’s second largest economy by 2030; Southeast Asia, particularly Indonesia; and Nigeria as regions of significant opportunity.

SUPPORTING WOMEN-OWNED START-UPS

Koc also sees a wealth of opportunity and potential among women-owned start-up companies. She actively mentors and works with female founders and teams, providing advice on growth strategy, marketing, fundraising, and financial planning. To date, Koc has invested in three seed rounds.

“While there can be variance based on the start-up’s situation and timing, three basic investment criteria always remain,” she says. “The concept, product, or prototype must address a true market need; the team must demonstrate passion and a willingness to learn; and there must be some traction achieved in the form of users, revenue, or sales.

“I believe in giving back and empowering women, and I get true satisfaction from seeing women succeed.”

Her passion for “paying it forward” also represents a sound investment. According to data highlighted in a recent article published by the Boston Consulting Group, “Why Women-Owned Start-Ups Are a Better Bet,”

women deliver a better return on investment than men, even though they receive much less funding upfront.

Despite an impressive track record, however, women face stubborn challenges and obstacles. “Discrimination and stereotypes are alive and well in the United States, just as they are in emerging markets,” Koc says. “And across the board, women are challenged by a lack of confidence.” Such self-doubt also links to imposter syndrome, defined as a psychological pattern in which a woman doubts her accomplishments and carries a persistent internalized fear of being exposed as a “fraud” despite high achievement.

“Everyone suffers from imposter syndrome at times,” Koc says. “The important thing is to acknowledge it, find allies you can confide in, and trust your ability to be resilient and to learn. Nothing in life is more constant than change. One day you could feel like you don’t belong, and the next day you can find out that the people you least expected look up to you.”

ANTICIPATING NEW HORIZONS

Although she’d like to live in another country at some point, Koc currently enjoys life in the United Kingdom. One unique aspect of Facebook’s London office is an in-house incubator called LDN_LAB, that focuses on building a community in the UK through innovative technology. “I’ve had the pleasure of mentoring and teaching start-ups there and enjoy that it brings together both my day job and my passion to help entrepreneurs,” says Koc, whose home in South Kensington faces Hyde Park.

Outside of work, she relishes the city’s vibrancy and culture. “One of the aspects that makes London very unique is the incredible access to a thriving and variant art scene. New exhibits and shows pop up daily—many are free and nearly all are well-attended. This is a city and a population that truly understands and appreciates art.”

But Koc’s favorite place in the world is Istanbul, a city surrounded by sea on all sides and the only city in the world situated on two continents, Europe and Asia. “Nothing makes me happier, more nostalgic, or more appreciative than Istanbul,” she says.

The key lies in learning to manage and navigate negativity.

And no region in the world intrigues her more than the Central Asia countries situated below Russia: Mongolia, Uzbekistan, and Kazakhstan, which are destinations that have topped her “bucket list” for 15 years.

“People think I’m nuts, because these countries are very cold and have a short ‘tourist’ season,” Koc says. “But they’re on my list for a couple of reasons. I think they’ll be the next big thing within 10 years. They have a lot of natural resources and their economies are growing, but they’re relatively isolated. It would be an interesting case study to observe how they introduce new industries.”

Keys to a fulfilling life, Koc believes, are curiosity, passion, and humility. And all are rooted in advice she would offer to the women who may one day follow her footsteps. “Always take risks, focus on learning, think globally, and set the right expectations. Don’t define yourself by one particular sector, or company, or city. Travel and work abroad.

“It’s difficult at times, but it’s also important to assume the best intent of people. Going into a situation with an open and non-defensive mindset can do wonders in affecting people’s perception of you and your success in any endeavor.”



College days: Hetal Doshi, Ariana Jakub, Vanessa Duenas, Hilal Koc, Kristine Favila, Patricia Robinson, and Tara Ravi



Circa 2013, Koc with her “little sister,” Jennifer Tan.

INDIVIDUAL ACHIEVEMENTS



A

INDIVIDUAL ACHIEVEMENTS

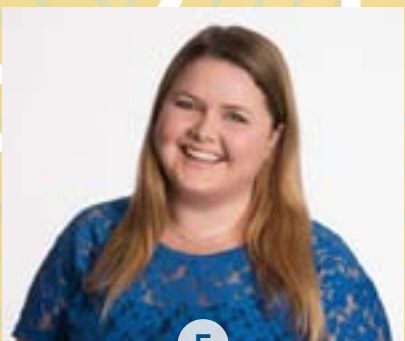
A **Nancy Frick, Alpha/DePauw**, was appointed vice president development and executive director of the St. Vincent Foundation, which raises funds from patients and their families; corporate and foundation contributors; physicians, nurses and staff; and the community to benefit Indianapolis's St. Vincent Hospital and its patients. A certified fundraising executive, Frick previously served as executive director of the Kappa Alpha Theta Foundation and Indiana Dollars for Scholars, and as managing partner and consultant with Loring, Sternberg and Associates.



C

B **Kelley Lewis, Zeta Sigma/Ohio Northern**, received the 2018 Catherine Freed Outstanding Senior Female Leadership and Service Award from Ohio Northern University. The award is named for the late Catherine Freed, a former first lady of Ohio Northern University (ONU) who was known for serving others. It recognizes a fourth- or fifth-year female student who has exemplified extraordinary leadership and service throughout her time at ONU.

C **Emily Parks, Zeta Omicron/Wake Forest**, was awarded a 2018 Corporate Philanthropy Award by the Triangle Business Journal for her work with the Lung Cancer Initiative of North Carolina; Kappa Alpha Theta Foundation; Dress for Success; Senior Services, Inc.; and The Shepherd's Center of Kernersville. This award honors nonprofit organizations and the corporate companies and individuals that sustain them through philanthropy, volunteering, and other types of support.



E

D **Louise Phipps Senft, Delta Chi/Virginia**, was selected as the 2018 recipient of the Chief Judge Robert M. Bell Award for Outstanding Contribution to Alternative Dispute Resolution in Maryland, her home state. Senft was recognized because of her trail-blazing work in the early years of dispute resolution in Maryland, which opened the door for many programs and practitioners of today.

E **Roxie Bostwick, Omega/UC Berkeley**, was honored by PRWeek as one of the publication's "Champions of PR" for 2018. This honor recognizes creative excellence and exceeding business goals in the field of communication. Bostwick is communications lead at San Francisco-based Skillz, a leading mobile eSports platform.



B



D



F

CONNECTIONS

F **Gabby Pascuzzi, Gamma Theta/Carnegie Mellon**, has been a contestant on CBS's *Survivor: David vs. Goliath*, the 37th season of the show. It premiered on Sept. 26, and at press time, Pascuzzi was still on the island.

G Members of the **Palos Verdes Peninsula Alumnae Chapter** enjoyed a potluck on the beach.



G

H Five Thetas from five different chapters interned at Burns & McDonnell, one of the top engineering firms in the country, this summer.



H

I **Katie Walker, Zeta Phi/Pepperdine**, recently combed through a family album and came across many Theta photos that date all the way back to 1929! Here, Katie is pictured with her mother, **Melissa Laird Walker, Delta Epsilon/Arizona State**, and her grandmother, **Judy Pratt Laird, Beta Epsilon/Oregon State**, at her initiation in 2015.



I

REUNIONS

J To celebrate more than 40 years of sisterhood, alumnae members of **Alpha Nu/Montana** met in Big Fork, Montana, this summer. Pictured are **Mary Long Qualey, Martha Hazen Henry, Pam Leigland Hofferber, Carol Herriges Sexton, Trudi Knudsen Shjeflo, Judy Tait Madden**, and **Anne Ryan Gauer**.



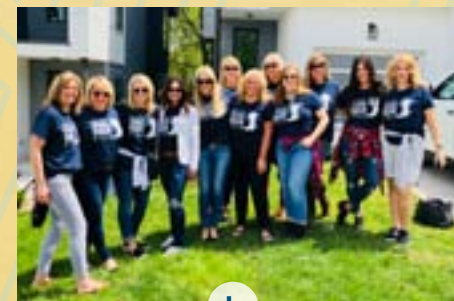
J

K Alumnae members from **Gamma Lambda/Beloit** celebrated their 50th anniversary reunion earlier this year. In attendance were **Rosemary Widmann Gruber, Antoinette Rix Harms, Laurel Smith Nicol, Vivian Beck Dissette, Sue Waslick Boorstein**, and **Ginny Bonnie Owen**.



K

L In April this year, **Delta Epsilon/Arizona State** alumnae gathered in Nashville, Tennessee, to celebrate their 25th reunion. They even sported matching shirts!



L

M **Kate Brennan Backoff, Kitty Aders Brown, Ann Damer Clifford, DeDe Ann Esque, Amy Spence Gutmann, Beth Bloomstrom Mizelle, Kim Claire Sasko, Patti Johnson Theil, Jana Loudenback Wiley, Linda Baltus, Mage Blackwood Bouwkamp, Anne Voigtman Hunt Dolan, Renata Viskanta Sutter**, and **Wendy Guthrie Seidman**, all members of the 1978 **Beta/Indiana** new member class, celebrated a reunion this summer.



M

REUNIONS



N

N
Alumnae members from **Alpha Theta/Texas** gathered in Austin to celebrate their 35th reunion.



P

P
Mary Medearis Sorensen, Mary Hickert Brady, Maureen Shore Darst, Karen Emory Olson, Marianne Thombs Giesler, Tina Lindquist, and Denise Wernimont DeBonville, all **Beta Gamma/Colorado State**, reunited in Denver for an evening of catching up and enjoying one another's company.



R

R
Eight alumnae of the **Gamma Chapter/Butler**, plus one dear friend from the Kappa Kappa Gamma Chapter, gathered at Scotty's Dawghouse on Butler's campus. Some had not been together since graduation in 1976. Wrote **Mary Woolling**, "All that time apart and yet, simply upon looking into each other's eyes and hearing those familiar voices and the unmistakable laughter, we were once again with our beloved Theta sisters in all of our youthful glory. No gray hairs, no lines, no signs of time passage. Just the way we were. The best of friends always." Back row: **Judy Johnson Fisher, Valentine Corcoran-Wenzler, Patricia Whitcomb Sipes, Rebecca Horner O'Connor, Mary C. Woolling, Patricia Abbitt Brinegar**; front row: **Beth Swenson Morris (Kappa), Nikki Volpe Mehringer, and Catherine Grimes Wright**.



O

O
Alumnae members from the 1975 graduating class of **Beta Xi/UCLA** gathered in Big Bear, California, to celebrate more than 45 years of friendship: **Cindy Stordahl Rounds, Janice Mooney Maier, Sherri Willson Oakley, Holly Lawson Patton, Pam Clark Ramsing, Melanie Knoth English, Patti Fitzpatrick Black, Nan Ohlson Mead, Susie Pearce Blankemeier, Debbie Amos Campbell, Luisa Figueras Gulley, Becky Chandler Collins, Susan Wix Patten, Judi Woodward Archbold, Gayle McDowell Hudson, Terry Murphy Walker, and Sally Sexton Hvidt**.



Q

Q
Thirteen **Beta Phi/Penn State** alumnae got together to celebrate their 80th birthdays! Pictured are **Marcia Frederico Woodroffe, Janet Moore Hawley, Linda Colclesser Burton, Susan Graham Volgenau, Gail Schultz Beere, Jean Nigh Bailey, Barbara Whitman Wells, Gretchen VanKirk Petri, Susan Wylie Moran, Gretchen Grimm Campbell, and Lynne McCaron Hartzell**.

AUTHORS

AUTHORS



S

Marit Burch, Rho/Nebraska, wrote *Faster* under the pen name Deana Birch. *Faster* is a story about Louana's fling with rock star Jake and the ups and downs of navigating a long-distance rock-and-roll relationship.



U

Natalya Muncuff, Eta Tau/Tampa, wrote *All The Things I Never Said*, a collection of short stories and letters. The collection is about reflecting on the moments when we move on, forgive mistakes, and love ourselves fully.



W

Tracey Long Carisch, Beta/Indiana, released her first book, *Excess Baggage: One Family's Around-the-World Search for Balance*. It is a memoir chronicling her family's journey around the world in which they shed the stress of their busy, overscheduled life and found balance through the lessons of international travel and volunteerism.



T

S
Carrie Jo Cooper Howe, Alpha/DePauw, published her second book, *Island Life Sentence*. It's a humorous tale of a Midwestern fish-out-of-water who must grow a pair of sea legs if she's to successfully navigate the wacky waters of Key West. The story is inspired by Howe herself, who made the move from Chicago to Key West five years ago.

T
The BRAVO! Way: Building a Southern Restaurant Dynasty is the first book penned by **Dawn Dugle, Gamma/Butler**. The book tells of Jeff Good and Dan Blumenthal's creation of *BRAVO!* Dugle has experience as a broadcast and digital journalist with *USA Today*, *The Austin American-Statesman*, *The Clarion-Ledger*, *The Shelbyville News*, and *The Jackson Free Press*.



V

V
Founder and co-CEO of the world's largest fair-trade jewelry company, Noonday Collection, **Jessica Mayfield Honegger, Alpha Theta/Texas**, penned the book *Imperfect Courage*. In this book, Honegger shares her story to encourage readers to embrace fear, acknowledge discomfort, and dive headfirst into achieving their dreams.



SINCE 2010, THETA LIFE LOYAL HAS BEEN A GREAT WAY FOR ALUMNAE AND COLLEGIANS TO STAY CONNECTED TO THE FRATERNITY WHILE STILL MANAGING BUSY LIVES. WE'RE THRILLED TO ANNOUNCE THAT, AS OF AUGUST 2018, 6,000 THETAS HAVE ENROLLED IN LIFE LOYAL!

What is Life Loyal? It's a special level of membership that embodies the inherent worth and unlimited possibilities of lifelong sisterhood. It was created to strengthen our ideals of individual achievement and efforts for the common good, as well as reinforce our shared experiences of service, scholarship, and sisterhood.

AS LIFE LOYAL MEMBERS, 6,000 THETAS RECEIVE BENEFITS SUCH AS:

- A lifetime subscription to the *Kappa Alpha Theta Magazine*, including all four print issues each year;
- Alumnae Fraternity per capita dues payments for life (does not include annual alumnae chapter dues that vary by chapter);
- A welcome packet which includes a beautiful lapel pin, personalized wallet card, and a limited-edition Life Loyal gift
- Recognition in the Theta magazine and on the Life Loyal website

If you have been thinking of joining Life Loyal, now is the perfect time to join more than 6,000 of your sisters! Already a Life Loyal member? Give the gift of a membership to a dear friend and sister.

JOIN THESE LIFE LOYAL THETAS!

THESE WOMEN ENROLLED BETWEEN MAY 1 AND JULY 31, 2018.

BETA/INDIANA Catherine LaBracke Bauer Michelle Christy Sprick GAMMA/BUTLER Anna Broadhurst Deborah Jones Koch Caroline Kuremsky Kimberly Whorwell Lipps DELTA/ILLINOIS Jeanne Lombardo Bliss Jolene M. Lowry KAPPA/KANSAS Kristen Claflin Ashton Fee LAMBDA/VERMONT Nancy Bree Babyak Heidi Boerger Gloyd Anna Pressman OMICRON/USC Kathleen Donahue-Baaden Marielle Bagnard Samantha Baldwin Fallon McCarthy Lauren Sands RHO/NEBRASKA Morgan Demmel Goethel Patricia Perry Kampfe Katie Marie Lyon Colleen Schmidt Ogden Anna Lee Schott TAU/NORTHWESTERN Isabel Seidel UPSILON/MINNESOTA Delanie Stene Alexandra Warbritton PHI/PACIFIC Vicki Scheltens Glant Kay Borch Otterstrom CHI/SYRACUSE Alison Russo Chieffo Renaе McNair Marcia Nolan Madison Pathman PSI/WISCONSIN Morgan E.L. Brickley OMEGA/UC BERKELEY Caitlin Andersen ALPHA GAMMA/OHIO STATE Saundra Dombey Cooke Melissa Garvic ALPHA ETA/VANDERBILT Perry Eisemann ALPHA THETA/TEXAS Clare Wiggins Jackson Laura Stubbs Becca Underwood ALPHA MU/MISSOURI Mary Lynne Chambers Bailey Emily Conaty Pamela Biggs Faerber Katherine Marie Kokal	ALPHA NU/MONTANA Cathy Hughart Dawson ALPHA XI/OREGON Ellen Meyers Jordyn Volk ALPHA OMICRON/OKLAHOMA Mattie Cobb Julie Hollis Grim Sally Montgomery Simmons Barbara Colvert Smith Janet Greer Streich ALPHA PI/NORTH DAKOTA Alyssa Maesse Kelly Rahn Radi ALPHA RHO/SOUTH DAKOTA Mary Small Nelson ALPHA SIGMA/WASHINGTON STATE Mary Valley Horn Amy Willcox Khosravi Mary Rybus LeMaster ALPHA TAU/CINCINNATI Shirley Ries Poyer ALPHA PHI/TULANE Anna Morrison Green Victoria Parker BETA DELTA/ARIZONA Elizabeth Burns Black Layne Compton Ciara Daniels Sharon Worth Jones Danicca Kettle Kendall Schellie-Daniels Alison Strandberg BETA ZETA/OKLAHOMA STATE Emily Elizabeth Fourmy BETA ETA/PENNSYLVANIA Alexa Reinfeld BETA THETA/IDAHO Jeanne Davis Gannon BETA IOTA/COLORADO Amanda Bennett BETA KAPPA/DRAKE Nancy Smith Bohning Ashley Feldt Storvick Jordan Powell Wienke BETA LAMBDA/WILLIAM & MARY Christine Thomas Emily Veeck BETA MU/NEVADA Caroline Boorman Rachel Roberts BETA NU/FLORIDA STATE Charlotte Baker Barber Kelly Conrad Wallace BETA XI/UCLA Samantha Courville Madison Schrock Jacquelyn Shoults Dale Manolakas Shults	BETA OMICRON/IOWA Robyn Sierk Canfield Sue Montgomery Wolken BETA PI/MICHIGAN STATE Janice Cutaia Chandler BETA SIGMA/SMU Julia Batlle Elizabeth Bradley Caitlin McMillin Christina Myers Mary Ivers Wersebe BETA TAU/DENISON Grace Heutel BETA PHI/PENN STATE Frances Woerner Charley BETA CHI/ALBERTA Jennifer Ma Orr BETA OMEGA/COLORADO COLLEGE Laura Lantz Tippel GAMMA DELTA/GEORGIA Linda Schafer Daggett GAMMA EPSILON/WESTERN Kelly Elaine Day McCabe GAMMA THETA/CARNEGIE MELLON Hannah Avery Melissa Lee Bruner GAMMA IOTA/KENTUCKY Kara Patterson Fowler GAMMA NU/NORTH DAKOTA STATE Lindsey Carr Patricia Handegard Hall Carolyn Colebank Hofstrand GAMMA XI/SAN JOSE STATE Terry Lustenberger Exner GAMMA PI/IOWA STATE Jacqueline N. Fusco Brenna Menning Beth Sartor Obermeyer GAMMA RHO/UC SANTA BARBARA Margery Moe Honegger Kelsey Remige Arley Teal Titzler GAMMA SIGMA/SAN DIEGO STATE Mara Armenta Marachel Leib GAMMA TAU/TULSA Susan Knipshild Quick GAMMA PHI/TEXAS TECH Bridget Vories Samantha Waldheim GAMMA CHI/FRESNO STATE Breanna Aguilar Gianna Genetti GAMMA PSI/TCU Madison Garrett GAMMA OMEGA/AUBURN Ashlyn Masters	DELTA DELTA/WHITMAN Catherine Barton DELTA EPSILON/ARIZONA STATE Brooke Beamon Linda Casey Carlson Madison Laboy Malia Peraza DELTA ZETA/EMORY Christine Smith DELTA IOTA/PUGET SOUND Kyla Dierking DELTA KAPPA/LSU Cheryl Magee D'Antonio Anne Couvillon Orr Nikki Bourg Plauche DELTA NU/ARKANSAS Patricia Jones Edstrom DELTA XI/NORTH CAROLINA Mary Jennings Garren Daphne White Urquhart DELTA OMICRON/ALABAMA Katherine Bittman Marileta Dobbins Bloodworth Lily Carter Angela Ruth Danelutt Linda Jean Lamb Margaret McRight Lyons Brenna Reichling Marlee Faye Woodcook DELTA CHI/VIRGINIA Christy Higgins Hooper DELTA OMEGA/TEXAS A&M Megan Byers Shelby L. Chillion Amber Walker Cook Shannon Martin Goldapp Abby Hutton Olivia Catherine Krog Anne Buchanan Lockett Brittany Koehl McGee Caroline O'Donnell Victoria Shrum Kimberlee Southwell EPSILON EPSILON/BAYLOR Morgan Powell Armbrust Haley Elizabeth Davis Abigail Keyes Becky Lawler Montgomery EPSILON ZETA/MISSISSIPPI Kathryn Wegener Ross EPSILON THETA/STETSON Tamara Lynn Hanzalick EPSILON IOTA/WESTMINSTER Savannah Norton EPSILON LAMBDA/DICKINSON Laura Boyce Gabrielle Fleming EPSILON OMICRON/RANDOLPH-MACON Aven Oliver	EPSILON SIGMA/UC IRVINE Pamela Shelley-Kessler EPSILON PHI/CHICAGO Madeleine Hazen EPSILON PSI/RICHMOND Alessandra Reist ZETA IOTA/WASHINGTON & LEE Tracey Thornblade Belmont ZETA LAMBDA/CHARLESTON Stacey Sheppard Phillips ZETA TAU/DELAWARE Julia Simone Freitag Ilian Quinn Wexler ZETA CHI/JOHNS HOPKINS Kali Barnes Alisa Brown Annaka Stoeckel ETA THETA/CENTRAL FLORIDA Tabitha Dye Eva May Maria Trudel Mitchell ETA IOTA/SAN DIEGO Catherine Thatcher ETA LAMBDA/- Kara Buccino ETA NU/LAKE FOREST Elizabeth Chapman ETA OMICRON/NORTH FLORIDA Jessica Rachel Aloia ETA PI/CASE WESTERN Rachel Hudspeth ETA RHO/JAMES MADISON Haley Boerger Taylor Hollowood ETA SIGMA/CHAPMAN Skye Montgomery ETA TAU/TAMPA Laura Elizabeth Burns Mallory Lauren Kuba Taylor Neuhalphen Marisa Nobs ETA UPSILON/SAN FRANCISCO Madison Corets Beloff Melanie Brouillette THETA THETA/NC STATE Maddison Hightower THETA MU/MINES Mackenzie Dondelinger Megan Deanna Koehler Micah Starzer Lopez
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HOW DOES IT WORK?

Since 1870, Theta has remained committed to high ideals and to providing opportunities for intellectual and personal growth. Yet providing these opportunities does not come without a cost, and that is why we created Kappa Alpha Theta Life Loyal. Our college members not only excel in academics and leadership on their college campuses, they also account for a significant portion of Theta's general treasury income. When you enroll in Theta Life Loyal, you help free college dues and fees to support ethical, social, and educational programs that develop women of integrity and character. When you enroll in Theta Life Loyal, you help our Fraternity continue to foster dear friendships and nurture hopes and dreams for generations to come.

HOW DO I JOIN?

Online:
Simply go to www.thetalifeloyal.org to join and pay through our secure website.

Phone:
Call Theta headquarters, **800-526-1870**, to provide your contact and payment information over the phone.

Mail:
Print the enrollment form available at www.thetalifeloyal.org and mail the completed form with your check or credit card information to:

Kappa Alpha Theta
attn: Kristi Tucker
8740 Founders Road
Indianapolis, Indiana 46268.

LIFE LOYAL MEMBERS RECEIVE

A lifetime subscription to the *Kappa Alpha Theta Magazine*
Fraternity dues payment for life*
A handcrafted lapel pin
A limited-edition gift from our Life Loyal collection and more!

*Not including alumnae chapter dues.

BRAND CONSISTENCY & THETA

Last spring, Kappa Alpha Theta completely renewed our brand identity, including logo marks, look and feel, and messaging style. For the past several months, we've been telling you a whole lot about the "what" of those changes. Now, we want to talk more about the "why," and how vital it is for any organization, including Theta, to maintain brand consistency.



KAPPA ALPHA THETA

In case you missed it in the Spring 2018 issue of the *Kappa Alpha Theta Magazine*, Julianne Butler, Kappa Alpha Theta's chief marketing officer, said this about the timing and purpose for our brand launch:

"In early 2016, Theta embarked on a two-year project that would inform and help determine the direction of our brand, particularly its visual expression. We conducted a significant amount of research, including a member engagement survey, focus groups, individual interviews, and a comprehensive communications audit. We quickly learned from this research that all visual elements of all our communications needed to be updated."

To properly, efficiently, and thoughtfully execute the undertaking, we partnered with two Indianapolis-based firms whose business is brand strategy and marketing: Borshoff and TrendyMinds. Karen Alter, Gamma/Butler, is an owner and principal at Borshoff and had this to say about brand consistency and how it relates to Theta.

"Presenting a cohesive, consistent brand is what takes an organization from good to great. In today's world, people are connecting with brands on multiple levels. It's not just a logo or tag line—it's about the experience and the way a brand or product makes you feel. The organizations that people are drawn to are reaching their audiences where they are with messages that resonate and creating experiences that build trust and brand loyalty."

"Given the sea of sameness within the Panhellenic world, it's important to present the Theta brand in a differentiating and personal way. 'Women Supporting Women' is the foundation of why we are drawn to Theta. Not all organizations can carry this banner like we can, so we must stake our claim."

Meredith Jenkins, senior vice president of client service at TrendyMinds, chimed in with similar thoughts regarding trust and emotions.

"As one of the first Greek-letter fraternities for women, Theta upholds a long tradition of leading the way for women's groups and women in higher education. In our partnership with Theta, we wanted to ensure the new brand highlighted this long-standing tradition and emphasized the nature of Thetas to stand out and make a difference."

"During their college years and beyond, many women have the opportunity to call Theta "home." We believe the brand and digital presence should elicit this same feeling. We built brand standards and style guides so that the Kappa Alpha Theta audience receives the same consistent visuals whether they are reading the magazine or clicking through the website. That consistency builds recognition and establishes trust in the brand."

There are some common thoughts here, right? Trustworthiness and eliciting emotion. An organization identified with listening, growing, and learning is trustworthy and refreshing. An organization that fosters and develops its own identity and owns it fully, cohesively, and unapologetically is valued and admired. Maybe those factors made you want to join Kappa Alpha Theta in the first place! It's vital for Theta to remain up-to-date and relevant for not only current sisters but also potential new sisters, and our visual identity is an important part of that process.

Brands are a lot like personalities. They have signature characteristics and traits that define them and make them reliable.

In the words of Theta's graphic designer Daniella Conti, "Brands are a lot like personalities. They have signature characteristics and traits that define them and make them reliable. Consistency is important because if those traits are constantly shifting, audiences find it difficult to recognize or trust that brand and its messaging."

If you have questions about Theta's brand, check out our website (including pages 26 through 29 of the Spring 2018 issue of the Theta magazine: kappaalphatheta.org/members/kappa-alpha-theta-magazine) or call Kappa Alpha Theta headquarters.





BEING AN ELC ISN'T EASY, BUT THERE'S NOTHING MORE REWARDING THAN PROVIDING FACE-TO-FACE SUPPORT TO SISTERS ACROSS THE CONTINENT.

Since 1959, Kappa Alpha Theta’s educational leadership consultant (ELC) program has been one of the toughest but most coveted positions on Fraternity staff. Theta’s ELCs are literally the face of Theta to our college chapters and the volunteers who work with them.

ELCs serve tirelessly as the liaison between our college chapters and the international organization. Full-time traveling ELCs check in with multiple chapters over the course of a term or semester, mainly for the improvement of chapter operations. Based ELCs provide continuous support to the successful establishment of one new chapter, either over the course of one term or semester, or one complete academic year.

IF YOU THINK YOU'VE GOT WHAT IT TAKES TO BE AN ELC FOR KAPPA ALPHA THETA, CONSIDER THESE REQUIREMENTS. YOU:

- must be a college graduate by June of the year you are hired;
- must be a Theta member in good standing;
- need effective communication and presentation skills;
- are able to relate to a variety of age groups;
- are adaptable and flexible;
- are in good health and able to travel extensively; and
- fully believe in and live out the Fraternity’s ideals and principles

Applications for the 2019-20 academic year are being accepted through Dec. 3, 2018, on the Theta website (kappaalphatheta.org/members/programs/elc-program). Contact Assistant Director of Collegiate Services Kassie Dobbs (kdobbs@kappaalphatheta.org) if you have any questions about the ELC program.

TEN OUTSTANDING YOUNG ALUMNAE ARE TRAVELING FOR THETA DURING THE 2018-19 ACADEMIC YEAR; THEY HAVE THOROUGH KNOWLEDGE OF FRATERNITY LAWS AND PROCEDURES, AND THEY ENTHUSIASTICALLY SUPPORT THETA’S IDEALS, GOALS, AND OBJECTIVES.

Alicia Cauthen, Beta Mu/Nevada

Full-time traveling and Epsilon Theta/Stetson support

Alicia worked in the Animal Kingdom at Disney World during her last semester of college! She is an ice cream and honey connoisseur, so loves to visit ice cream shops or local farmers’ markets.

Layne Compton, Beta Delta/Arizona

Full-time traveling and Theta Xi/UC Santa Cruz support

Layne loves to explore new places with no destination in mind. If you meet Layne, ask her about her extensive travels around the world, her love of dumplings, or her favorite movie, *Pride and Prejudice*!

Kate DesCombes, Beta Iota/Colorado

Gamma Kappa/George Washington second-year support

If Kate’s not working, she’s likely reading, exercising, or meditating. If you pick her up from the airport and put on some country music like Jason Aldean and Zac Brown Band, she’ll be singing along in no time.

Courtney Dunne,* Gamma deuteron/Ohio Wesleyan

Full-time traveling and Theta Mu/Mines support

Courtney loves exploring college campuses, going on hikes, and finding the coolest coffee shops in town. She’ll never turn down the chance to be outside, whether it be on a beach or chatting at your favorite outdoor gazebo.

Kendall Dunovant, Delta Delta/Whitman

Full-time traveling

Kendall’s moto is “Fired up? Follow through.” Kendall hopes to one day join the Ladies Professional Golf Association (LPGA), so she can’t be off the golf course for long! When she isn’t golfing, she’ll be at the nearest Starbucks reading her favorite book, *The Book With No Pictures* by B.J. Novak.

Kristen Graybill, Alpha Omicron/Oklahoma

Theta Omicron/UNC Charlotte support

If Kristen visits a chapter in the fall, she’ll want to go to a football game! She also loves a good barre class, browsing around the mall, and making chocolate chip cookies.

Marybeth Lilly, Zeta Tau/Delaware

Theta Pi/Sacred Heart support

When Marybeth finds herself with too much free time, she’ll be reading, baking, or watching Instagram videos of dogs with babies.

Stephanie McNutt,* Beta Tau/Denison

Epsilon Nu/Virginia Tech support (Autumn 2018 term)

Some of Stephanie’s favorite things include touring museums and eating steak. If she could give one piece of advice, it would probably include her favorite quote from the Dalai Lama: “The planet does not need more successful people. The planet desperately needs more peacemakers, healers, restorers, storytellers, and lovers of all kinds.”

Karlie Newell, Gamma Tau/Tulsa

Full-time traveling

While traveling, Karlie enjoys finding the best cup of coffee, eating at local restaurants, and finding the best desserts in each city she visits.

Marissa Simone Petri, Theta Theta/NC State

Full-time traveling and Gamma Sigma/San Diego State support (Autumn 2018 term); also Epsilon Nu/Virginia Tech support (Spring 2019 term)

Marissa will never turn down an adventure; whether it’s hiking, looking for the best smoothie in town, or going to see a live band. She loves to write poetry and has had her work published!

**Denotes returning ELC.*



KAPPA ALPHA THETA

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Fax: 317.876.1925

www.kappaalphatheta.org

VOICES

TOMORROW NEEDS YOUR PASSION, YOUR SMILE, YOUR IDEAS, YOUR DREAMS. YOUR PERFECTLY IMPERFECT SELF. WE'RE PROUD TO PARTNER WITH TO WRITE LOVE ON HER ARMS TO BREAK DOWN THE HARMFUL STIGMAS AND STEREOTYPES ASSOCIATED WITH MENTAL ILLNESS AND SPREAD AWARENESS OF HOW TO GET HELP AND SUPPORT OTHERS.

(@KappaAlphaTheta, 9.10.2018)

WITHOUT THE SUPPORT OF KAPPA ALPHA THETA, CASA COULD NOT DO THE WORK WE DO.

Melynda Jamison, 2018 Kappa Alpha Theta CASA/GAL Program Director of the Year (See page 11.)

DIONNE CHEN CREDITED THE HELP AND ADVICE OF MEMBERS OF THE EPSILON MU CHAPTER AT PRINCETON FOR GETTING HER DREAM INTERNSHIP FOR NEXT SUMMER.

(The Daily Princetonian, 9.17.2018)

AFTER ELI, I FEEL VERY CONNECTED TO THETA AND AM EAGER TO SEE WHERE OUR SISTERHOOD TAKES US.

Leah Salcedo, Zeta Theta/Cal Poly (See page 9.)

I JUST NEEDED SOMEONE TO SIT AND LISTEN TO ME.

Amber Eisenhower, Beta Delta/Arizona (See page 20.)

FACED WITH THE CURRENT CLIMATE ON SOME COLLEGE CAMPUSES, IT IS MORE IMPORTANT THAN EVER THAT WE CAN ARTICULATE THE IMPORTANCE OF THE GREEK EXPERIENCE SO THAT WE STRENGTHEN OUR SISTERHOOD BONDS, PROVIDING OPPORTUNITIES FOR WOMEN OF THE FUTURE TO ENJOY THETA MEMBERSHIP.

Mandy Burgett Wushinske, Zeta Sigma/Ohio Northern (See page 17.)

WHEN I CAME INTO COLLEGE, I WAS SHY, I WAS KIND OF QUIET, I DIDN'T LIKE TO LEAVE MY DORM ROOM. BUT BEING A MEMBER OF KAPPA ALPHA THETA, I REALLY BLOSSOMED INTO A LEADING WOMAN.

Paige Eidenschink, Gamma Nu/North Dakota State (HJ [The Herald Journal] News, 9.7.2018)

NOTHING IN LIFE IS MORE CONSTANT THAN CHANGE. ONE DAY YOU COULD FEEL LIKE YOU DON'T BELONG, AND THE NEXT DAY YOU CAN FIND OUT THAT THE PEOPLE YOU LEAST EXPECTED LOOK UP TO YOU.

Hilal Koc, Delta Zeta/Emory (See page 25.)



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